

THE AMERICAN LEGION
COMMISSION ON MEDIA and COMMUNICATIONS AWARDS
2021-2022

A completed copy of the applicable section of this form must be attached to each entry. **All entries must be in Department Headquarters no later than Friday, April 29th, 2022, unless otherwise stated.** The Commission on Media/Communications will meet **Sunday, May 1st, 2022** in Department Headquarters at 9:00 AM.

CATEGORY 1 –POST PUBLICATION AWARD

A Post Publication is a newsletter mailed to each member at least six (6) times during the period June to April. The information part of this newsletter may be printed and mailed, electronically sent or emailed to members. Each entry will be judged on format, general appearance, legibility, news content, reader's interest and community service.

POST # _____ MEMBERSHIP: Under 300 _____ Over 300 _____

COPY OF 6 NEWSLETTERS SUBMITTED BY _____

CATEGORY 2 -DISTRICT PUBLICATION AWARD

A District Publication is a newsletter mailed to each post in the District at least six (6) times during the period June 1 to April 30. The rules and judging are the same as for Post Publication.

DISTRICT # _____ COPY OF 6 NEWSLETTERS SUBMITTED BY _____

CATEGORY 3 – POST PUBLICITY CHAIRMAN AWARD

The name of each **Post Publicity Chairman** must be submitted by their respective **Post Commander** and received by their **District Media/Communications Chairperson** no later than **3:00PM, April 16th, 2022.** Candidates will be judged on the information submitted to the Media/Communications Commission. Information considered but not strictly limited to; Newspaper articles, On-Line articles (published or un-published), Post Activity Announcements with or without photos.

Attach a letter of recommendation and supporting documents describing the candidate's activities.

CANDIDATE'S NAME: _____ POST # _____ DISTRICT # _____

CATEGORY 4 – AWARD FOR THE OUTSTANDING POST SCRAPBOOK

A **Post Scrapbook** tells the story of the Post during the current Legion year. There must be a caption under each picture describing the activity depicted and names should be listed if practical. The American Legion emblem must be affixed on the cover of the Scrapbook. Each book will be judged on neatness, content, activities and interest.

Post Narrative: The Narrative History Book should be a one-year Post chronicle. This is the most important chapter in your history and must be as complete as possible with a graphic account of the Post and its activities. The Historian should relate in narrative form and chronological order all important events and programs conducted during the year by the Post or conducted jointly with the Auxiliary Unit, the Sons Squadron, the Parish, the District, the Department and National levels. (Remember, this is the Post's History and not the Department or National).

POST SCRAPBOOK _____ POST NARRATIVE _____

POST # _____ Membership; (under 300) _____ (Over 300) _____ SUBMITTED BY: _____

THIS FORM MUST BE SUBMITTED WITH SCRAPBOOK OR NARRATIVE FOR JUDGING

CATEGORY 5 – LOCAL NEWSPAPER AWARD

The Commission will recognize local newspapers that provide a broad treatment of **American Legion Programs and activities**. It is the responsibility of each Post to supply information to local newspapers. Awards will be presented in the following categories.

- All local newspaper coverage, one to multiple local papers, can be combined into **one single** submittal.
- All articles must pertain to the activities of the Post, Post events, programs and other involvements in the Post community.

POST # _____ Membership; (Under 300) _____ (Over300) _____ Submitted by _____

CATEGORY 6 – MULTI/MEDIA AWARD

The Commission will recognize **three Divisions of Electronic Media Venues** used by Posts to further the mission, message and programs of the American Legion. **One award in each Division** will recognize the Post that best represents each Division as follows:

Division 1 --- Web Page, Facebook Page, Twitter Pages, etc.

Division 1 will be judged on the Professional Design of the page, that being, the proper use of the American Legion LOGO, Post number and location, and the attractiveness to the general public to create interest and the desire to join the American Legion. It will also be judged on the updates of activities of the Post as well as the activities and updates of the Department. Each page should also include reasons and benefits of becoming an American Legion member as part of their general design. **For submittal, all access links should be sent to genefranques@gmail.com** ATTN: Media Commission in the subject line, no later than **April 16th, 2022.**

Division 2 --- Radio, TV, Editorials, Public Announcements, etc.

Division 2 applies to Post achievements in Radio/TV editorials, live coverage, live interviews and announcements. Please reference date, time, TV or Radio Station or network and title or purpose of event. Email this information to **genefranques@gmail.com** ATTN: Media Commission in the subject line, no later than **April 16th, 2022.**

Division 3 --- Articles, Stories, other Legion Associated works approved by National American Legion to be submitted to National Venues. Email this information to **genefranques@gmail.com** ATTN: Media Commission in the subject line, no later than **April 16th, 2022.**

Post # _____ DIVISION 1 _____ ENTRY SUBMITTED BY _____

DIVISION 2 _____ ENTRY SUBMITTED BY _____

DIVISION 3 _____ ENTRY SUBMITTED BY _____

Attach a letter of recommendation and supporting documents describing the candidate’s activities.

***Mail to: The American Legion
Dept. of Louisiana Headquarters
ATTN: Media Commission
P.O. Box 3749
Baton Rouge, LA 70821***

***Please contact Gene Franques, Media and Communications Commission Chairman,
at genefranques@gmail.com, with any questions, concerns, or suggestions.***